

Department of Planning and Zoning

149 Church Street
Burlington, VT 05401
Telephone: (802) 865-7188
(802) 865-7195 (FAX)
(802) 865-7142 (TTY)

David White, AICP, Director
Ken Lerner, Assistant Director
Sandrine Thibault, AICP, Comprehensive Planner
Jay Appleton, GIS Manager
Scott Gustin, AICP, Senior Planner
Mary O'Neil, AICP, Senior Planner
Nic Anderson, Zoning Clerk
Elsie Tillotson, Department Secretary



TO: Development Review Board
FROM: Scott Gustin *AG*
DATE: November 19, 2013
RE: 14-0492MP; 1-7 Church Street

Note: These are staff comments only; decisions on projects are made by the Development Review Board, which may approve, deny, table or modify any project. THE APPLICANT OR REPRESENTATIVE MUST ATTEND THE MEETING.

Zone: D Ward: 3
Owner/Representative: One Church Street Partnership, LLC / Jeff Nick

Request: Master sign plan for building.

Applicable Regulations:

Article 6 (Development Criteria & Guidelines), Article 7 (Signs)

Background Information:

The applicant is seeking approval for a master sign plan for a mixed use, multi-tenant building on Church Street (the Masonic Temple). The master sign plan includes sign types, placement, and illumination but not specific signs. Each individual sign will be subject to separate zoning permits as they are installed.

Sign plans offer flexibility but are required to be compatible with the site and buildings and character of the surrounding area pursuant to the provisions of Article 6 (that includes design standards). While individual signs in the plan may vary from the restrictions of Sec. 7.2.3 (signs in Mixed Use Districts), 7.2.4 (signs for the Church Street Marketplace), 7.2.5 (signs in Enterprise Districts), and 7.2.6 (Signs in the Institutional District) in the type and placement of signs on a structure or lot, signs may not exceed the size limitations as per Sec. 7.2.3 (a) (3). Except for such variations approved by the Development Review Board by acceptance of a master sign plan pursuant to this Article, all other requirements, permits, and restrictions regarding signs shall remain in effect.

Recommendation: Consent approval as per, and subject to, the following findings and conditions:

I. Findings

Article 7: Signs

Sec. 7.2.3 Signs in Mixed Use Districts

The subject building is located on the corner of Church Street and Pearl Street. The Pearl Street (northern) façade is subject to the review criteria of this section. No signage exists or is proposed along the Pearl Street façade. **(Affirmative finding)**

Sec. 7.2.4 Signs Regulations for Church Street Marketplace

The Church Street (eastern) façade of the subject building is located along the Church Street Marketplace and is subject to review under this section. The southern façade is perpendicular to the street and is visible from the Marketplace and is also subject to review under this section. All signs along the Marketplace are subject to review and approval by the Church Street Marketplace District Commission. Along the Church Street façade, parallel, projecting, and freestanding signs are proposed.

Total parallel sign area is limited to 1.5 sf signage per 1 linear foot of building frontage. The building has 85 linear feet of frontage along Church Street, and therefore, is allowed 128 sf parallel sign area. The master sign plan includes two existing 6.6 sf parallel signs along Church Street and two more 14.5 sf parallel signs on the building's southern façade. In total, 42.2 sf parallel sign area is proposed. The two parallel signs on the southern elevation are above the 1st floor and are permitted only as part of a master sign plan approval. All of the parallel signs are to be externally illuminated with overhead gooseneck fixtures. **(Affirmative finding)**

Sec. 7.3.2 Applicability

Within any Mixed Use, Enterprise, or Institutional Zoning district, all signs located on a site, building, or a complex of buildings located on a single lot with three or more tenants or owners may be granted a zoning permit if the signs comply with a sign master plan submitted by the building owner and reviewed and approved by the DRB under the provisions of Sec. 7.3.4 below and Article 6.

The subject property is located within the Downtown (mixed use) zone. The building contains more than 3 tenants and is eligible for a master sign plan. **(Affirmative finding)**

Sec. 7.3.4 Flexibility from Existing Standards

*The sign master plan shall be compatible with the site and buildings and character of the surrounding area pursuant to the provisions of Article 6. While individual signs in the plan may vary from the restrictions of Sec. 7.2.3 (signs in Mixed Use Districts), 7.2.4 (signs for the Church Street Marketplace), 7.2.5 (signs in Enterprise Districts), and 7.2.6 (Signs in the Institutional District) in the type and placement of signs on a structure or lot, no individual sign may exceed the size limitations as per Sec. 7.2.3 (a) (3).**

Except for such variations approved by the development review board by acceptance of a master sign plan pursuant to this Article, all other requirements, permits, and restrictions regarding signs shall remain in effect.

**In no case, however, may the total area of all parallel signs exceed the lesser of two hundred (200) square feet or fifteen (15%) per cent of the area of the façade to which they are attached for the length of frontage devoted to such establishment.*

The proposed master sign plan varies from the standard sign regulations in terms of sign placement (i.e. above the 1st story). No individual sign exceeds 200 sf. Article 6 is addressed below. **(Affirmative finding)**

Article 6: Development Review Standards

Part 1, Land Division Design Standards

Not applicable.

Part 2, Site Plan Design Standards

Sec. 6.2.2, Review Standards

Not applicable.

Part 3, Architectural Design Standards

Sec. 6.3.2, Review Standards

(g) Make advertising features complimentary to the site

The total sign area included in this master sign plan is compliant and is well below the maximum allowable. The scope and number of signs included are fairly modest. The sign design is consistent throughout and simple in appearance. The proposed signage does not overwhelm, or detract from, the historic integrity of the building. New signs to be installed on the brick exterior of the building under this master sign plan approval must be installed in such a way as to be anchored into the mortar of the building's exterior and not into the bricks themselves.

(Affirmative finding as conditioned)

II. Conditions of Approval

1. The individual signs included in this Master Sign Plan are subject to separate zoning permits.
2. All signs installed on the brick exterior of the building under this master sign plan approval must be installed in such a way as to be anchored into the mortar of the building's exterior and not into the bricks themselves.

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COPY SIZE = 8"
TENANT COPY TO BE DETERMINED

3/4" MDO SLAB PAINTED BEIGE WITH PAINTED MAROON PINSTRIPE

COPY PAINTED BLACK

STARS PAINTED BLACK

BLACK PAINTED GOOSENECK LIGHT FIXTURES WITH 10" EMBLEM REFLECTORS PAINTED BLACK
ENDING WITH WALL PLATE AND WIRE PIGTAILS FOR ELECTRICAL CONNECTION BY CLIENT

SIGN ATTACHED TO BRICK WALL WITH ANGLE BRACKETS ATTACHED TO BRICK WITH LAG SCREWS INTO ANCHORS EPOXIED INTO BRICK



OPTION 1: APPLIED HALF ROUND MOLDING PAINTED MAROON




OPTION 2: APPLIED HALF ROUND MOLDING & 1" THICK SIGN FOAM CUTOUT COPY PAINTED BLACK



OPTION 3: APPLIED HALF ROUND MOLDING & 1" THICK SIGN FOAM CUTOUT COPY & APPLIED PRISMATIC CARVED STARS PAINTED BLACK



OPTION 4: APPLIED TENANT COPY FACE PANEL OF PAINTED 1/8" THICK DIBOND ALUMINUM

notes	#884 SOUTH WALL EXTERIOR BRICK MOUNT TENNANT PLAQUES QTY = TWO ONE-FACED
	COPY FONT CENTURY SCHOOLBOOK SIGN AREA 14.5 SQ FT EACH PANEL
client	ONE CHURCH STREET
scale	3/4" = 1 FOOT
file name	SOUTH WALL TENANT DETAIL
date	10/18/12
drawing	GMD
SPARKY POTTER DESIGN GROUP	
WOOD & WOOD DESIGN • SIGN SYSTEMS INTERIORS • DECORATIVE ARTS 55 BERRILL ROAD WAITSFIELD, VERMONT 05673  802-496-3000 802-496-7916 FAX woodwood@madriver.com	

ONE CHURCH STREET
SOUTH WALL RIA



12 - 14 FOOT LONG PLAQUES PAINTED BEIGE WITH MAROON PINSTRIPE OR MOLDING & BLACK COPY
BLACK PAINTED GOOSENECK LIGHT FIXTURES WITH 10 " HISTORIC REFLECTORS

APPROVED _____
DATE

Dimension S

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WOOD & WOOD
SIGN SYSTEMS
P.O. BOX 285 • '86 CARROLL RD.
WATSFIELD, VERMONT 05623
802-496-3000
802-496-7916 Fax
woodwood@madriver.com

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NOT TO SCALE

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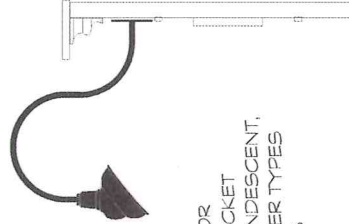
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ANTHROPOLOGY

1/2" - 3/4" THICK
CUTOUT COPY
PAINTED MATTE BLACK



LIGHTING
SIDE VIEW

8" DIA.
HISTORIC REFLECTOR
WITH SCREW IN SOCKET
WILL ACCEPT INCANDESCENT,
CFL, LED AND OTHER TYPES
OF LIGHT SOURCES



notes

#

ONE CHURCH STREET
STORE FRONT
FASCIA MOUNT
TENANT ID

client

ONE CHERRY STREET

scale

3/4" = 1 FOOT

file name

FRONT NORTH RI

date

10/10/12

drawing

GMD

SPARKY POTTER
DESIGN GROUP

WOOD & WOOD
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98 CARROLL ROAD
WAITSFIELD, VERMONT 05673



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802-496-7916 FAX
woodwood@madriver.com

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